

Adaptation of sustainable business management for managing global success

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Abstract

This paper will explain why it is vital to adopt sustainable business management to successfully manage global success. As we have noticed in the past 20 years the environment of business has been turned upside down as a result of the interaction of globalisation, emerging technologies, and increased transparency. With regard to one particular aspect, sustainability, people in today's world are becoming increasingly aware that it is necessary to look after the environment and its resources. Societies understood that resources are limited, and as a result, they ought to be used economically and cautiously in order to guarantee that there will be enough for future generations without lowering the quality of life presently. A sustainable society is socially responsible, places an emphasis on protecting the environment, and strives to achieve dynamic equilibrium in both the human and natural systems. By adapting the sustainable is getting enormous benefits not only global success. During this time of increased risk and uncertainty, a growing percentage of firms are finding competitive advantages in organisations that enable the adoption of sustainable practices in business. This is an improvement that is expected to continue. In

this report, the methodology is used to analyse the adaption of sustainable business management for managing global success. The main finding herein is that organizations that embrace and reap the rewards of sustainable business management will outlast their competitors.

Keywords: *Global success; Sustainable business management; Cost effective; Adaption; Customer loyalty*

Introduction

Harmonizing financial, social, and environmental goals in the implementation of core business actions to optimize value is what we mean when we address sustainable performance. It's how well a company does across the board and in terms of all the factors that affect its long-term viability. The concept of sustainability is vital to the development of our global society. Sustainable business management is critical on multiple scales, from the level of individual companies to that of entire communities (Haseeb, et al., 2019). In the last decade, there has been a surge in enthusiasm for employing a decision-making framework in the pursuit of sustainability aims.

Sustainability and corporate strategy are increasingly being integrated by companies (Watson, et al., 2008). Now businesses are aware that their customers want them to offer green products and services and they have a major obligation to help address this pressing global issue. Due to corporations' prominent position in the global economy, sustainability necessitates the adoption of sustainable business practices.

The primary goal of the study is to understand why adopting sustainable company management is essential for managing global success. Would firms benefit if sustainable business management techniques were adopted in order to achieve global success? As a study topic, sustainability will be discussed in this paper, which will provide an outline of the stages of its growth on a global basis and is organized as follows: an outline of the discussion surrounding sustainability; an analysis of the methodology and data employed in this investigation; clarification of the terms that were searched for in order to retrieve the findings.

Below are given Top seven companies sustainable firms worldwide (Most sustainable companies globally 2021 | Statista. 2023).

Table1: Top 6 sustainable corporations based on score worldwide

(S/no	Companies	Industry	Headquarters	Global presence
1	Schnitzer Steel Industries	It is the first steel-making company	Portland, Oregon	Currently, the firm is operating from different countries such as Hawaii, Puerto Rico, the United States, Mideast, and more
2	Vestas Wind Systems	A wind turbine manufacturer	Aarhus, Denmark	Germany, the Netherlands, Taiwan, India, Italy, Romania, the United Kingdom,
3	Brambles	A supply chain logistics firm	Sydney Australia	Presently Brambles operates in more than 40 countries in the world.
4	Brookfield Renewable Partners	Renewable power	Ontario, Canada	United States, Brazil and Colombia
5	Autodesk	It is a multinational software firm	California, America	The company is present in over 45 countries on a global scale.

6	Evoqua Water Technologies	It is a digital water management platform	Pennsylvania, United States	The firm has more than 150 offices, plants & factories throughout Australia, Canada, France, Singapore, the UK & United States.
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Research Aim and Objectives

The research aims to analyse the adaption of sustainable business management for managing global success.

The following are the objectives of the research -

- To analyse why sustainable operations help in managing global success
- To determine the benefits of adopting sustainable business management

Significance of the study

Within the arena of academic writing, sustainability has been the topic of vigorous discussion for quite some time. The concern about sustainability is a reflection of the way managers run firms, as well as the behaviour of societies all over the world towards sustainable practices or behaviours. The paper makes it abundantly evident that sustainability should be considered in a wide variety of relationship-building contexts, including those involving governments, corporations, stakeholders, consumers, and society. This method proposes that long-term viability is contingent on a wide range of criteria at several levels of analysis, including substantial, individual, management, financial, leadership, organizational, cultural, and political considerations, among others.

In addition, the application, popularity, achievements, and future trends in a variety of business fields have not yet been covered in this article. As a result, the contribution of this article is the presentation of a classification of the broad applications of sustainable business models, in addition to an in-depth analysis of numerous application fields, taking into consideration both successful and unsuccessful case studies.

Literature Review

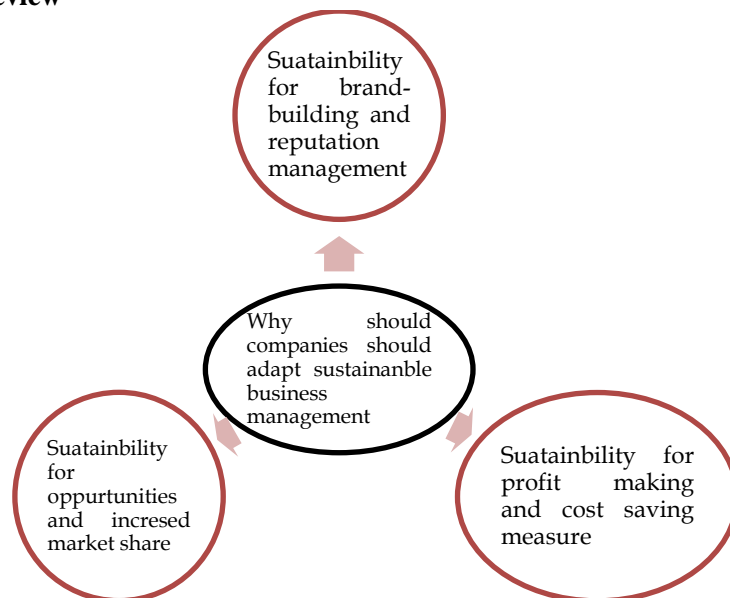


Figure 1: Importance of Sustainable Business Management

In the contemporary dynamic landscape, deliberating on the integration of sustainability into a business's strategy is imperative and no longer discretionary. Incorporating a values-oriented perspective in the

formulation of business strategies can prove to be crucial in achieving sustained success worldwide. In order to achieve global success, a business must ensure profitability and generate sufficient revenue to sustain its operations in the long run. Attaining a state of equilibrium poses a challenge for this particular approach to sustainability. It is recommended that companies prioritise generating profit in alignment with other facets of sustainability, rather than pursuing financial gain at any expense.

According to Sustainable Business Management | IMA.'s (2023) research, governments and regulators are increasingly requiring companies to report externally in a way that emphasizes the perspectives of multiple stakeholders and the companies' ability to create long-term value. This has resulted in a global expansion of organizations.

The task of sustainability management is experiencing continuous expansion due to the increased attention it has received. Currently, corporations are afforded the opportunity to reassess their ability to create value for a range of stakeholders. By adopting sustainable business management practices, organizations can incorporate sustainability and environmental, social, and governance sustainable initiatives into their strategies and operations, resulting in enhanced value creation in the short and long run. Efforts towards sustainable business management also function as a mechanism to encourage organizations to contemplate the factors that propel their business and the ways and locations in which value can be generated over an extended period.

It is also evaluated there is an increasing concern that sustainable business management may devolve into a mere complying task exercise rather than an integrated and comprehensive approach towards a long-term business strategy. Within the context of sustainable business management, this reporting aspect serves as a comprehensive account of a company's actions and accomplishments throughout the course of a given year. The modality through which said achievements are attained is what sets apart a sustainable enterprise. Sustainable companies have the ability to generate value for both themselves and external stakeholders by making a positive impact on the environment and/or society at large. This necessitates corporations to adopt a comprehensive and all-encompassing perspective of their operations and their ramifications. The concept of sustainable business management has a comprehensive impact on the entire organization, ranging from strategic planning to risk management, marketing, internal controls, and other related areas.

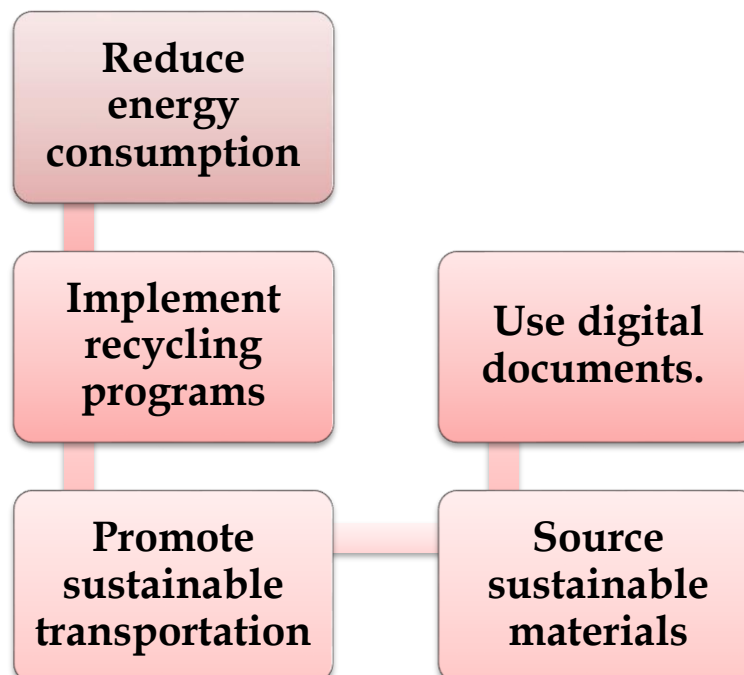


Figure 2: Depict ways for successful sustainable business management

Benefits of adopting sustainable business management

The growing recognition of the influence that businesses wield over society has spurred the emergence of novel concepts pertaining to ethical and sustainable practices, which are catalysing extensive transformations. Incorporating sustainable practices into business operations not only aligns with ethical and social responsibility principles but also presents an opportunity for firms to achieve *a competitive edge within their respective industries*.

Customers are rejecting businesses that don't alter their business practices and adopt more moral and environmentally friendly ones. However, protecting the environment and implementing uplifting social projects also significantly help to improve a company's brand image. Organisations that concentrate their strategy on a more realistic and sustainable approach have a distinct advantage over their competitors. The rising interest of consumers in procuring sustainable goods presents a potential avenue for expanding one's customer base.

Through adherence to sustainability standards and the attainment of recognition for sustainable practices, corporations have the potential *to draw in new clientele segments and augment revenue streams, all while mitigating expenses*. The adoption of sustainable products and services could potentially enhance the competitive advantage of the firm in the global industry, while simultaneously meeting the growing consumer demand for environmentally responsible offerings.

Incorporating sustainable practices into both daily business operations and long-term strategic planning has been shown to effectively mitigate energy costs and conserve energy resources. The measures encompass deliberate behaviours such as *reducing superfluous energy consumption, transitioning to sustainable energy sources, and enhancing the effectiveness of manufacturing and supply chain processes, among other actions* (Ramakrishnan, 2022).

Increased awareness and consideration of carbon footprint and environmental impact among corporations and individuals can lead to improved overall health and well-being. The adoption of sustainable energy sources and the reduction of energy consumption has been found to have a positive impact on the

environment by mitigating pollution of natural resources, including air, water, and land, thereby enhancing the livability of the environment. The implementation of sustainable business practices *facilitates the assimilation of environmentally friendly technologies and provides opportunities for the growth and prosperity of small-scale enterprises*. Sustainable enterprises prioritise human capital and therefore implement superior employment policies. Sustainability plays a crucial role in employment and contributes to the *overall sustainability of the economy*.

Table2: Several benefits of Sustainable Business Management

S/no	Outline	Benefits
1	Cost Savings	The adoption of sustainable practices can result in noteworthy financial benefits by curbing the utilisation of energy, water, and resources, as well as mitigating the expenses associated with handling waste.
2	Improved Brand Reputation	Organisations that place sustainability at the forefront of their operations are perceived as possessing ethical and responsible business practices, resulting in heightened levels of customer allegiance and a favourable brand reputation.
3	Regulatory compliance	Numerous countries mandate that enterprises adhere to environmental and sustainability protocols, and non-compliance may lead to monetary sanctions or judicial repercussions.
4	Access to new markets	The growing emphasis on sustainability among consumers and investors has opened up avenues for businesses that prioritise this value to tap into novel markets and entice fresh clientele.
5	Boost employee satisfaction and retention	The implementation of sustainable business practices has the potential to enhance employee satisfaction by fostering a sense of purpose and cultivating a favourable workplace culture. Consequently, this may result in a rise in staff retention and a decrease in expenses associated with staff turnover.
6	Higher Profitability	Through the implementation of waste reduction and resource conservation measures, enterprises can enhance their operational efficiency and productivity, resulting in augmented profitability.

Methodology

The major objective of this literature review is to highlight the current state of the art on environmentally responsible business models for each unique application field. As a consequence of this, the study technique has been established to locate, categorize, and evaluate the significant papers that have been subjected to peer review and are associated with the creation and implementation of sustainable business models in top-level topic domains. The research is based on secondary data such as journals, articles, peer-reviewed, prior studies and case studies of the organisation's success and failure to adopt sustainable initiatives. These academic fields have been involved with the emergence of this study. The purpose of this study is to investigate the current condition of the academic literature pertaining to sustainability and, as a result, to investigate and evaluate that literature understands base.

Sampling

The research sample has been collected from 10 researched papers and journals. The papers which are selected to determine the research's result if from 2008 to 2023. The study covered a time span of twenty years. This sample period provided a range broad enough to reflect the initial stages of research in this area.

Discussion and Findings

Businesses that actively promote strong environmental and social values earn consumer trust and loyalty. For instance, the Tata Group is a well-known example of a successful and environmentally responsible firm worldwide. According to the findings of the study conducted by Tata et al. (2013), there is no longer any time to lose. The moment has come for businesses to launch "corporate lifeboats." Now is the period for businesses to alter their business practices for sustainability, as well as to deliberately create, incubate, and commercialize socially inclusive firms and environmentally beneficial technology, particularly in developing countries. As a result of the adaptation of sustainability in business, the corporation's reputation increased considerably. Ratan Tata said, *"Why making is not enough, the world urgently needs a business that a higher purpose than profits"* (Tata et al. 2013).

On the other hand, a major threat to any company is the neglect of social and environmental responsibility. Any public relations crisis will cost the company money and harm its brand image. Take, for example, *Volkswagen and The Failure Of Corporate Social Responsibility* (Dans, 2022). This was due to a significant divergence from the standard of care and a deliberate disregard for known dangers. *Volkswagen did everything it could to conceal the fact that its diesel engines were highly polluting* (Dans, 2022). Volkswagen's reputation was ruined, costing the company billions of dollars. Volkswagen has had devastating financial, political, and public relations repercussions as a result of its disregard for the environment and workers.

As a result, it is determined that the Volkswagen case demonstrates in stark contrast that we must reinvent CSR. The Volkswagen crisis exemplifies capitalism's flaws, a system that has closed its eyes to the realities of the future, and a clearly unsustainable future. In this approach, the major findings of the research show *that organisations that embrace and gain the benefits of sustainable business management will outlast their competitors.*

Solid sustainability business management *will assist organisations in entering new markets as well as expanding in current ones.* Developing innovative, long-term solutions to global environmental and social challenges is forcing entrepreneurs and business leaders to reconsider their operations, change, adapt, and develop innovative goods and services. Denmark, for example, has stated that it intends to achieve 100% renewable energy by 2050. Wind turbines currently yield 40% of their electricity (Save, 2020). This opens up market investment opportunities. Furthermore, Swedish inventors have been working on new technologies with the goal of functioning on 100% renewable energy and recycled materials. This represents a 30% increase in green occupations since 2018, demonstrating a growing world of new opportunities.

It has been analysed that every company has the potential to initiate positive, long-lasting change. Sustainable Business Management is geared towards bettering environmental outcomes, social well-being, and economic growth through business strategy. In light of this, there is mounting evidence that adopting a sustainable business plan will increase revenue and open up new doors. Ultimately, adopting sustainable business management will significantly help businesses for managing global success.

A significant proportion of consumers, approx 66%, have expressed a willingness to pay a premium for products that demonstrate enhanced sustainability attributes. The results presented by Courtnell, (2022), state the results are corroborated by the fact that a significant majority of global consumers, amounting to 81%, express a desire for companies to take proactive measures to protect the environment. Therefore, *the establishment of a sustainable enterprise aligns with the principles and expectations of a significant portion of the consumer population.*

Furthermore, it has been noted that the millennial generation is embracing employment opportunities based on a company's sustainability credentials and would be willing to accept a reduction in salary in order to work for an environmentally responsible organisation. Given that millennials constitute the most

substantial segment of the labour force, *a failure to fulfil crucial sustainability criteria may result in the inability to draw in high-calibre personnel.*

Conclusion

Historically, businesses have been recognised for prioritising their net earnings, commonly referred to as the bottom line. The emergence of the triple bottom line approach, which prioritises profit, people, and the planet, can be attributed to the growing awareness of sustainable practices. The utilisation of the Triple Bottom Line framework in corporate operations yields several benefits for businesses. Adhering to the Nation's environmental sustainability guidelines not only holds ethical significance but also bears economic advantages, thereby strengthening the business model. Moreover, the adoption of sustainable practices allows an organisation to appeal to individuals who are committed to the principles of sustainability and hold a vested interest in its objectives, including employees, shareholders, and customers. Consequently, the influence of sustainability on a company's reputation and financial gains can be advantageous. In summary, the adoption of sustainable business management practices is a highly effective approach for achieving global success.

The authors evaluate the most recent research on sustainability and propose a rough model of the processes that influence change in sustainability and other areas of interest for further investigation.

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